



**City of Santa Barbara**  
Parks and Recreation Department

**Memorandum**

**DATE:** March 10, 2010

**TO:** Creeks Restoration/Water Quality Improvement Program  
Citizen Advisory Committee

**FROM:** Liz Smith, Creeks Outreach Coordinator

**SUBJECT: PUBLIC EDUCATION PLAN UPDATE**

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**COMMITTEE DIRECTION – FOR ACTION**

1. Review revisions to the Creeks Division's Public Education Plan;
2. Approve the Staff and Subcommittee recommendation to adopt the Public Education Plan as amended.

**DISCUSSION**

In April 2002, the City hired Goodwin Simon Strategic Research (GSSR) to conduct a public awareness telephone survey of residents and businesses on behalf of the Creeks Division. The Creeks Division hired O'Rorke, Inc. that same year to develop a Public Education Plan (Plan), using the survey data as a baseline to measure program achievement.

In 2008, a follow-up telephone survey was conducted by Goodwin Simon Victoria Research (GSVR) to gauge the success of outreach efforts based on the goals established in the Plan. Results of the survey were presented to the Committee in July 2008.

The Education and Outreach Subcommittee met in November 2008, and again in January 2009 to discuss updating the Plan. Taking the results of the 2008 survey into account, Subcommittee members made recommendations for slight revisions to the goals, programs, tactics, and evaluation methods included in the Plan.

On March 3, 2010, the Education and Outreach Subcommittee met again to finalize the proposed revisions to the Plan. These revisions, as well as Staff recommendations, have been incorporated into the Plan.

The Public Education Plan has served as a solid foundation for the Education and Outreach Efforts of the Creeks Division since 2003. The 2008 survey showed that the City has made considerable progress in educating the community on water quality and creek-related issues, but there is still work to be done to maintain and improve upon that awareness - particularly related to the understanding of the storm drain system.

The updated Public Education Plan includes the current status of each goal, program, and tactic, as well as future direction for expansion. New programs have been added to the Plan, such as the Creek Tree Program, Creek Stewardship Program, and Clean Creeks Club. Items that were redundant were removed or consolidated into other programs.

It is important to note that the Plan does not limit outreach efforts in any way, nor does it spell out every option for program expansion. The Education and Outreach Program is adaptable and open to new ideas at any time, and the Plan should serve as general guidelines for the program.

The Education and Outreach Subcommittee, along with Staff, recommend that the Committee adopt the Public Education Plan as amended.

Digital Attachments:

[Draft Public Education Plan](#)

[Draft Public Education Plan \(in Track Changes\)](#)

For a hard copy of the Draft Plan, please contact the Creeks Division at (805) 897-2658.

cc: Cameron Benson, Creeks Restoration/Clean Water Manager  
Jill E. Zachary, Assistant Parks and Recreation Director